

CONTRACT

KITV
HAWAII

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Buying Time, LLC.
650 Massachusetts Ave NW
Ste 210
Washington, DC 20001

Contract / Revision 911845 /		Alt Order # 07874541
Product VOTE VETS		
Contract Dates 05/23/12 - 05/29/12		Estimate # 1910
Advertiser Vote Vets Action Fund		Original Date / Revision 05/16/12 / 05/16/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive Shepard Ritzen	Sales Office Eagle-Philadelp
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 144	Product Code 142
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	05/26/12	05/26/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	-----S-				1	\$150.00			
N 2	KITV	05/23/12	05/25/12	GMA M-F	7-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--W-F--				2	\$150.00			
N 3	KITV	05/28/12	05/28/12	GMA M-F	7-9am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	M-----				1	\$150.00			
N 4	KITV	05/23/12	05/24/12	GMA M-F	7-9am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$200.00			
N 5	KITV	05/28/12	05/29/12	KITV 4 News This Morning	6-7am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MT-----				2	\$200.00			
N 6	KITV	05/23/12	05/24/12	KITV News At 5	5-5:30pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$500.00			
N 7	KITV	05/28/12	05/29/12	KITV News At 5	5-5:30pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MT-----				2	\$500.00			
N 8	KITV	05/23/12	05/24/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$350.00			
N 9	KITV	05/28/12	05/29/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MT-----				2	\$350.00			
N 10	KITV	05/23/12	05/24/12	KITV News At 10	10-1035pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/21/12	05/27/12	--WT---				2	\$600.00			
N 11	KITV	05/28/12	05/29/12	KITV News At 10	10-1035pm		:30			NM	2	\$1,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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801 South King Street
Honolulu, HI 96813
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<u>Contract / Revision</u>	<u>Alt Order #</u>
911845 /	07874541

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/23/12 - 05/29/12	VOTE VETS	1910

<u>Advertiser</u>	<u>Original Date / Revision</u>
Vote Vets Action Fund	05/16/12 / 05/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 05/28/12 06/03/12 MT----- 2 \$600.00												
N 12	KITV	05/27/12	05/27/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 05/21/12 05/27/12 -----S 1 \$150.00												
N 13	KITV	05/27/12	05/27/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 05/21/12 05/27/12 -----S 1 \$500.00												
Totals											22	\$7,850.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
04/30/12 -05/27/12	13	\$4,400.00	\$3,740.00	\$176.23	\$3,916.23
05/28/12 -05/29/12	9	\$3,450.00	\$2,932.50	\$138.18	\$3,070.68
Totals	22	\$7,850.00	\$6,672.50	\$314.41	\$6,986.91

Signature: _____ **Date:** _____

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123

Rep Firm
Sales Office (PHILADELPHIA
Salesperson (SHEPARD RITZEN
Salesperson Phone# 215-557-4203
Salesperson FAX#

--- REMARKS ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Line	Day	Time	Duration	Rate	Start Date	End Date	Spots	Spots	Spots	Rate
1	SA	6A-8A	:30	\$150.00	05/26-05/26		1	1		\$150.00
Buyline Comment: SA NEWS										
2	W,F	7A-9A	:30	\$150.00	05/23-05/25		2	1	2	\$300.00
Buyline Comment: GMA 1X PER DAY										
3	M	7A-9A	:30	\$150.00	05/28-05/28		1	1	1	\$150.00
Buyline Comment: GMA										
4	W-TH	6A-7A	:30	\$200.00	05/23-05/24		2	1	2	\$400.00
Buyline Comment: 6A NEWS										
5	M-TU	6A-7A	:30	\$200.00	05/28-05/29		2	1	2	\$400.00
Buyline Comment: 6A NEWS										
6	W-TH	5P-530P	:30	\$500.00	05/23-05/24		2	1	2	\$1,000.00
Buyline Comment: 5P NEWS										
7	M-TU	5P-530P	:30	\$500.00	05/28-05/29		2	1	2	\$1,000.00
Buyline Comment: 5P NEWS										

Station KITV-TV HONOLULU
 Advertiser () VOTE VETS.ORG
 Product VOTE VETS
 Estimate# 1910
 Buyer KRISTA MURRAY
 Phone#
 Fax#
 Agency () BUYING TIME, LLC
 650 MASSACHUSETTS AVE NW, SUITE 210
 WASHINGTON, DC 20001
 Agency C/P1/P2/E 144/142/1910
 Flight Dates 05/23/2012 - 05/29/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () SHEPARD RITZEN
 Salesperson Phone# 215-557-4203
 Salesperson FAX#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	8	W-TH	1030P-11P	LT NEWS	:30	\$350.00	05/23-05/24	2	1	2	\$700.00	
	Buyline Comment: LT NEWS											
	9	M-TU	1030P-11P	LT NEWS	:30	\$350.00	05/28-05/29	2	1	2	\$700.00	
	Buyline Comment: LT NEWS											
	10	W-TH	10P-1030P	10P NEWS	:30	\$600.00	05/23-05/24	2	1	2	\$1,200.00	
	Buyline Comment: 10P NEWS											
	11	M-TU	10P-1030P	10P NEWS	:30	\$600.00	05/28-05/29	2	1	2	\$1,200.00	
	Buyline Comment: 10P NEWS											
	12	SU	6A-8A	SU NEWS	:30	\$150.00	05/27-05/27	1	1	1	\$150.00	
	Buyline Comment: SU NEWS											
	13	SU	5P-530P	5P NEWS	:30	\$500.00	05/27-05/27	1	1	1	\$500.00	
	Buyline Comment: 5P NEWS											

---REPORT TOTALS---

Report Totals: 22 / \$7,850.00

---SALES MONTHLY TOTALS---

May 12: 13 / \$4,400.00 Jun 12: 9 / \$3,450.00
 Sales Totals: 22 / \$7,850.00
 Station Totals: 22 / \$7,850.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$28,977
 CABL 0% CBLA 0% CBLB 0% INDB 0% INTA 0%
 KFVE 0% KGMB 18% KHNL 6% KHON 48% KITV 27%
 NITV 0% UNKN 0%

Rep Order# 7874541 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 05/16/2012 9:05 AM
Last Received: 05/16/2012 7:07 AM
Showing Buylines: All Lines

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Station KITV-TV HONOLULU
Advertiser () VOTE VETS.ORG
Product VOTE VETS
Estimate# 1910
Buyer KRISTA MURRAY
Phone#
Fax#

Agency () BUYING TIME, LLC
650 MASSACHUSETTS AVE NW, SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 144/142/1910
Flight Dates 05/23/2012 - 05/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () SHEPARD RITZEN
Salesperson Phone# 215-557-4203
Salesperson FAX#

---COMPETITIVE COMMENTS---
NEW ORDER

Books MAY12
Demos RA35+